

ABSTRACT OF THE DISCLOSURE

Print data is generated for being printed by an ink-jet printing apparatus, which has a first mode for high-speed printing and a second mode for high-quality printing, for performing multiple-pass printing by an ink-jet printhead provided with orifices for discharging ink droplets of large volume and orifices for discharging ink droplets of small volume. When the print data is generated, a user is allowed to select whether specified image data should be printed in the first or second mode. When image data is converted to print data in accordance with the mode selected, the number of ink droplets of the small volume, which are used to print an area of high density or high saturation in regard to a prescribed color in the first mode, is set to be less than the number of ink droplets of the small volume used in printing this area in the second mode.